



USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

You'll Find It Here

Notice to Advertisers on This Page

Change of copy must be in the Herald Business Office not later than Wednesday, 6 p. m., of each week.



ART SHOP

HENRY S. HEACHE
Importer and Jobber
Mexican, Chinese, Japanese,
Madrera Linens and Silk Embroid-
eries, Laces, Drawnwork, Indian
Goods, Souvenir Goods
104 Pioneer Plaza, City National
Bank Bldg.
Illustrated Catalogue.

A HOME

IS A GOOD INVESTMENT. WHEN
YOU BUY, GET A GUARANTEED
TITLE
STEWART TITLE GUARANTY
COMPANY
CAPITAL \$200,000

ASSAYING

GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
205 San Francisco St.
P. O. Box 920.

AUTOS For Hire

7 Passenger Cars
\$2.00 Per Hour
AUTO LIVERY CO.
118 San Antonio St.
Phone 509-510

AUTO ACCESSORIES

AUTO ACCESSORIES
Distributors
Klaxon Horns
Columbus Storage Batteries
Tread Oil and Greases
Endurance Tires
McQuay-Norris Leak-Proof Fuses
Rings
WESTERN MOTOR SUPPLY CO.
319 San Francisco St.

American Laundry

Try Our Service
FAMILY WASH
1c Per Pound.
The only Laundry giving "E. & H."
Green Trading Stamps.
Phone 528.

Auto Service

25 Cars in Service.
25c per passenger not over 25 blocks
\$1.25 PER HOUR.
PHONE 1181.
HENRY AGUIRRE, Mgr.

AUTOMOBILE

LOCK YOUR FORD
More cars are being stolen every
day. We have the only positively
thief proof Steering Wheel Lock on
the market. Locks the steering
gear so car cannot be towed. Un-
pickable. Unbreakable. Price \$6.00
CHAS. A. BARKER
Automobile Specialist
114 N. Kansas St. El Paso, Tex.
Phone 1603.

AUTO TOPS

Made to order in the finest and best
equipped factory in the southwest.
Automobile Tops, Seat Covers, Cur-
tains, Floor Coverings, in fact
everything you could possibly want
for trimming your car.
Special attention given to mail or-
ders. Write us for prices.
AUTO TRIMMING & SUPPLY CO.
207 W. San Antonio St. Phone 1622

AUTO STORAGE

Finest Storage Rooms in the City.
Former home of Lone Star Motor Co.
Good storage, a wash a week, per
month \$5.00.
Storage, a wash a week and car
cleaned, per month \$8.00.
Complete Repair Department, all
experienced mechanics.
JESSEN & REED,
Cor. Chihuahua and W. San Antonio.
Phone 282.

AUDITORS

EL PASO AUDIT CO.
W. H. Payne, Consulting Accountant
AUDITS—SYSTEM
ESTATES SETTLED
214 Mills Bldg. El Paso, Tex.
Out-of-town Work gives prompt at-
tention.

BORDER

NATIONAL BANK
Capital \$200,000
Surplus 25,000
4% on Savings
Corner Texas and Stanton

BARBER SHOP

SHAVE 15c
HAIR CUT 35c
Toltec Shaving Parlors
No. 2-209 N. Stanton St.
No. 4-201 Martin Bldg.
Same old place. Same good service.

BRICK

DON'T PASS UP
Pass-Tex Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK CO.

BEAUTY PARLORS

Under New Management
306 Reynolds Bldg.
Expert Marinello Operators.
Henna Packs,
Hand and Arm Massage a Specialty
Fine line of Hair Goods.
Phone 4212 for Appointments

BUTTERMILK

Can Also Help to Win the War
We can help do it.
We will do it.
Fresh churned buttermilk, 5c a qt.
All you can drink for 5c
Fresh Churned Butter, 10c..... 55c
Fresh Eggs, Cottage Cheese and
Dairy Luncheon
SANTARI BUTTER STORE,
402 San Antonio St. Trust Bldg.

BRUNSWICK

The ONE Phonograph which plays
ALL records at their best. It is a
triumph in acoustics.
TERMS IF DESIRED
"Walk a Block and Save a Dollar"
207 S. Stanton. Phone 2902.
RIO GRANDE FURNITURE CO.
207 S. Stanton St. Phone 2902

Call Us by Phone 1367

HATS CLEANED AND BLOCKED
All Work Guaranteed.
Work called for and delivered.
Suits Cleaned and Pressed, \$1.
City Dye Works
304 N. Stanton. El Paso, Texas.

CIGAR STORE

We know that you know our line
are the best.
We never have failed regardless of
test.
Cigars, Cigarettes, Tobacco
PRIMM'S
6-Quality Stores-6

CLEAN UP

Cleaning, Pressing and Dyeing
You Call 2982
TRY US WE ARE EXPERTS
REYES BROS. CLEANING
WORKS,
612 E. Missouri. Phone 2982

DAIRY

ONE QUART OF MILK EQUALS
8 EGGS.
Milk contains all the ingredients
for nourishment in just the right
proportion for a well balanced ra-
tion. For your health sake, drink
Rich, Pure Milk and Cream from
this Dairy.
AMERICAN DAIRY
Phone 402

Drug Store

We are famous for our Fountain—
"Where quality reigns supreme."
Prescriptions carefully and accu-
rately filled. Free delivery to any
part of the city.
UNION DRUG CO.
Trust Bldg.
Cor. Stanton and San Antonio Sts.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

\$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash

Second Prize, \$2 Cash

Three Prizes of \$1 Each

RULES OF CONTEST

READ

READ

In the 78 Ads. published below are certain misspelled words. Find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertisement in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office. All answers must be in the Herald office by 5 p. m. next Wednesday. Winners will be selected by the nearest correct or the nearest correct answer. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

DIRECTORY WINNERS FOR LAST WEEK WERE: First prize, \$5, to Roslie Newman, box 246, Douglas, Ariz.; second prize, \$2, to Mrs. R. V. Pearson, 905 E. Nevada St., El Paso, Tex.; three prizes of \$1 each to the following: Mrs. E. E. Holmes, Hurley, N. M.; A. G. Adams, Aurora St., El Paso, Tex.; Chas. W. Kress, Fort Bliss, Remount Depot, El Paso, Tex.

Diamonds

Birth Stones
August An Ideal Birthday
Gift.
THE JEWEL SHOP
Moonstone Herald Bldg.

25 Cents

WHY PAY MORE?
Trunks loaded—upstairs or
downstairs 25c
We pack, ship and store goods.
We give "E. & H." green trading
stamps.
Herman Transfer & Storage Co.,
Phone 830 800 Texas St.

Electrical Supplies

When you need new electrical
fixtures installed or a job of wiring
done, be sure that competent work-
men do it. We carry one of the
most complete stock of fixtures in
the Southwest.
"If It's Electrical, We Have It"
NATIONAL TELEGRAPHPHONE &
SUPPLY CO.
W. D. Glendon, Pres. & Mgr.
217 Mills St.

FURNITURE

All Kinds of Refrigerators ex-
changed for all kinds of Stoves
WESTERN
FURNITURE CO.
Phone 1482

FLORIST

BERTHA C. THORNHILL
Plants, Choice Cut Flowers for
Banquets, etc.
Special Designs for Funerals
PROMPT DELIVERY
Store Phone 2154, Res. Phone 3222-31
216 Texas St.

FURNITURE

PACKING
Expert Packing of
FURNITURE, CUT GLASS AND
CHINA
G. D. HOUSER UPHOLSTERING CO.
709 Texas Phone 4110

F. & F. Commission Co.

412 Myrtle Avenue.
Drug Store and Confectionery Pic-
tures, Drugs, Chemicals and Drug-
gists' Sundries.
WRITE US FOR PRICES AND
TERMS.

FURNITURE and Piano

Case Refinishing
BY FACTORY EXPERT
We are pleased to announce that we
are now in position to take in a
limited amount of outside Piano
Case Refinishing, other than our
own Pianos. We guarantee to turn
out your Piano as good as when it
came from the factory. The very
finest Piano Cases like Steinway-
Bevett and Fisher are our special-
ty.
EL PASO PIANO CO.
215 Texas St. Phone 64

GARAGE

Store your car with us for \$1.00 per
month, including guaranteed. Our me-
chanic, Milton Anthony, is one of the
best in El Paso. Our charges for repair
work are the lowest in the city. Our big
new garage is open day and night. You
will get perfect service if you leave
your car here.
RICHARDSON'S GARAGE
Corner Second and Kansas. Phone 4240

HAY, Grain

And Feed
Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 284

Hardwar

Satisfaction
KRAKA JACK
SINCE 1936
Phone 1040
KRAKAUER, BORK & MOWAT, S. L.

HEMSTITCHING

ACCORDION PLAITING
Special Attention to Mail Orders
Return postage paid—sent for
price list.
DESIGNING—REMODELING—
ALTERATIONS
MISS B. CORUM, Modiste.
22-26 Buckler Bldg. El Paso, Tex.

H. WELSCH CO.

Automobile Running Board
Canteens and Refrigerators
Sheet Metal Manufacturers and
Jobbers.
NIAGARA FURNACES
2400 Block, Texas St. Phone 500

HAPPINESS

Often times depends on the way our
homes are furnished. Why not make
yours bright and attractive with
handsome new furniture? It will
pay big dividends in happiness and
comfort. We have everything needed
to furnish the home complete, at
prices lower than you find else-
where. Yes, indeed, your credit is
good.
FOUTZ-MOORE FURNITURE CO.
212 N. Stanton St. Phone 873

Hotel Oregon

213 1/2 S. Oregon St. Phone 4010
ONE BLOCK FROM POSTOFFICE
Clean, Cool and Comfortable. Sun
bathe right on the All new furni-
ture and linens. Hot and cold water
in every room, plenty of baths. A
place for those who are particular.
No Trouble to Answer Questions.

ICE!

We can't sell all the ice—so we sell
only the good kind. Buy a coupon
Book and save money.
Rio Grande Ice & Fuel Co.
PHONE 2250

IN the Heart of El Paso

IN THE HEARTS OF THE PEOPLE
IS THE HEART OF THE CITY.
We have a China and Glassware
Department
310 Texas St. Phone 49

SHEER'S HARDWARE CO.

Distilled Water
You owe it to your own health and
that of your family to drink Pure
Distilled Water during the hot sum-
mer months. Order some today.
Cold, Pure and Sparkling—Free from
alcohol and all impurities.
EL PASO DISTILLED WATER CO.
Phone 459

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed Wright
242-243-244-245
DRAGON'S BUSINESS COLLEGE

Military

Alterations
Prices Reasonable.
Prompt Service.
MOREHEAD'S BUSY LITTLE
TAILOR SHOP
403 N. Oregon St. Phone 51.

IDEAL Bookstore

Spanish and Spanish-English Books.
Learn to Speak Spanish
School Books and Supplies.
Artists' Materials.
306 S. El Paso St. Phone 2744

INSURANCE

Multiple Protection Policies
PACIFIC MUTUAL
LIFE INSURANCE CO.
H. W. SCHROEDER, District Agent
405 Mills Bldg.

Is Your Home

Insured?
The hot flames know friends and
you may be the next. Our prices
are the same, but our services are
different.
RANNEY & PORTER
Successors to
RANNEY BROS.
201 Caples Bldg. Phone 613

KODAK FINISHING

OF QUALITY
The fact that we have the largest
and best equipped kodak finishing
plant in El Paso assures you
THE BEST WORK—QUICKEST
SERVICE—MODERATE PRICES
Also kodaks, films, cutlery
and pens.
Open until 10:30 p. m., including
Sundays
J. F. Gandara Photo Supply Co.
108 E. San Antonio St.

LYONS TRANSFER

AND STORAGE CO.
312 South Ochoa Phone 430
BAGGAGE AND LIGHT Deliveries.
Up-Town office 117 East Main
Phone 1255.

PACKING AND SHIPPING

at the
least possible cost. We pay no rents,
consequently can save you money
on storage. Leave your baggage
checks and bills of lading with us.
Our Slogan, "Flat Rate" on
Moving and Storage

LUNCH

THE WHITE STAR
LUNCH
At 213 S. El Paso St. is now open.
NO WAITING NO TIPPING
Popular Prices. Try It.

Send Us

your Laundry. We pay
the return postage.
We sew on buttons
and darn socks FREE
EITE LAUNDRY
CO. Home of
EPICK AND SPAN
Telephone 2117

MONEY LOANED

ON LIBERTY BONDS
Also bought, sold, exchanged
SECURITY LOAN CO.
Cor. San Antonio and S. El Paso Sts.
Phone 2754.

MRS. LOCKE

Successor to "Miller Made Co."
208 East Missouri.
Makers of
House Dresses, Aprons, Street
Dresses, Evening Gowns. In fact
yours for Pretty Things women love
to wear.
We will carry out any design
you may care to send us.
Write for Catalogue.

OPTICIAN

You can find the misspelled words
easier if you get a pair of "Signal"
fitted glasses.
Need Glasses?
Ask Segall
El Paso Optical Co.
108 Texas, between Main and
Oregon Sts.

Paul P. Hammett

REAL ESTATE BROKER
See us for Investments, Income
Property and Best Business
Locations.
Office 204 1/2 Texas St.
HAMMETT BLOCK

Photographs

OF MERIT
Are the kind we make
Buy a home and decorate it with
pictures made at
ALEXANDER'S
STUDIO
100 So. El Paso St.

PANAMA AND

STRAW
HATS
Cleaned and Blocked.
Our Parcel Post Service is Prompt
and Satisfactory.
EL PASO LAUNDRY
Uptown Office 207 Mills St.

Phone 707

ODOM'S TRANSFER CO.
We will call for your baggage check
without any extra charge.
We PACK, SHIP and STORE house-
hold goods. PIANOS a specialty.
Office and Warehouse at 604 Myrtle

PIANOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano Store.
211-213 Texas Phone 2902

Plaza Studio

A. F. Waddell, Mgr. Tel. 2163.
For the best results in commercial
Photographs, Kodak Finishing and
Enlarging, try us.
Basement Roberts-Banner Bldg.
El Paso, Tex.

PLUMBING

Why of course
McCHESNEY DOES IT.
Better think of saving your next
season's Coal Bill.
McChesney's Fire Place Hot Water
Heater will turn the trick for you.
PHONE 2305

Send Us

your Laundry. We pay
the return postage.
We sew on buttons
and darn socks FREE
EITE LAUNDRY
CO. Home of
EPICK AND SPAN
Telephone 2117

SLAUGHTER

ELECTRIC & MACHINE CU
Motor Rewinding
Repair Work
Phone 253 200 San Francisco

SEEDS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry Foods.
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton.

The Guaranteed

FORD SHOP
512 San Antonio
If there is anything wrong with your
car, bring it to us. We can fix it.
Our work done by experts.
Try Us.
WISEMAN & SEARS,
Phone 4015

Sollie-Peters

Do you know who they are, what
they sell and where they are lo-
cated? That's the name of the big
new furniture store recently opened
at 208 Mills street, with an immen-
se stock of new goods that are be-
ing sold at bargain prices. Don't
get acquainted with the trade.
"Your Credit Is Good"

RELIEVE THAT

ACHING FOOT
WITH A WIZARD
The only foot ap-
pliance adjustable to
fit any foot with in-
jury in overlying
podiatry; contains no
metal; light and
flexible.
Let our trained expert show
you
PICKEL
BROS.
400 N. Oregon
Street.

TRUNKS

TRAVELING BAGS, SUIT
CASES AND SMALL LEATHER
GOODS
Made, Repaired and Exchanged
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

Typewriters

Sold, Bought, Rented, Repaired.
Office Supplies. Rubber Stamps.
TYPEWRITER & OFFICE SUPPLY
COMPANY.
Agents for Royal, Oliver and
Corona Typewriters.
Phone 823.
210 Mills St. El Paso, Tex.

UNIVERSAL Tire Co.

402 Myrtle
Cut your tire expense. BUY DOWN-
TREAD TIRES.
We repair tires and rub-
ber. We also specialize in retreading
and retreading.
Bring us your run out and tread
worn tires.
Phone 3181

VULCANIZING

Now is the time to save money on
tires. Let us re-tread your old
tires and repair your blow-outs.
A good piece of re-tread work will
give as much service as a new tire.
All re-tread and section work fully
guaranteed. Out-of-town work ap-
pointed.
SCOTT VULCANIZING CO.
323 Texas St. Phone 1952

When Going Away

Be sure your goods, including your
automobile, are stored in a fireproof
warehouse.
Western Trsf. & Stg. Co.
E. H. YALE, Mgr.
Phones 73 & 74. 1125 Texas St.

USE

Globe Mills Flour and Corn Meal
and help the Southwest grow.
In what other section are you
interested?
GLOBE MILLS
EL PASO, TEXAS.

WATCHES

We sell the famous Waltham Knelt
Wrist Watch with "no loss" strap
and non-explosive, unbreakable
crystal. Built especially for the mil-
itary.
Price, \$21.00.
THE JEWEL SHOP.
Herald Bldg. Mail Orders.

WELDING

THE EXPERT KIND
Scored cylinder made new by the
Alloy Process. No re-grinding to
over size.
BROWN WELDING CO.
600 TEXAS ST.
Axle and frame straightened with-
out removing from car. Wheels
lined up right—BURN AWAY. Mexi-
co-Berthing Expedition Welding.

2711-2712

PHONES
385 Mills St.
CRAWFORD AUTO STAND
5 Passenger Cars \$1.50 per hour
7 Passenger Cars \$2.00 per hour